**Peter Ulmer**

#60 - 44 Edgevalley Road

London, ON N5Y 5P7

Tel: 519-719-1339

pjulmer@bell.net

NATIONAL SALES MANAGER

Market Development & Key Account Management Experience

**Developed in the Home Centre and Hardware Industry**

* Solid business development experience and extensive contacts in the marketplace
* Assertive sales manager with very strong training, motivation and field support abilities
* Adept at managing major accounts and achieving 100% customer satisfaction metrics
* Goal oriented, highly organized, self-motivated and excellent time management skills
* Proven track record for achieving revenue targets and controlling selling expenses
* Flexible with strong multi-tasking abilities, high energy and good business judgment
* Proactive and creative: demonstrates good problem solving, initiative and planning abilities
* Very focused on meeting customers’ needs and increasing loyalty and market share
* Excellent computer skills: includes Microsoft and CRM applications (Salesforce.com)
* Cooperative team player, pleasant personality and easy to get along with

PROFILE: Extensive sales and sales management experience developed in the hardware and home improvement industry in three sectors of the supply chain. In the 1970s I gained valuable experience at the retail level with industry leaders Eatons and Woolco. In the 80s and 90s I worked in the distribution side of the business and achieved considerable success with both Weber Supply and Sodisco Howden; and in the early 2000s I moved into manufacturing/importing with Task Tools. This combined experience has allowed me to develop a broad range of skills including; merchandising, the acquisition of in depth product knowledge, very effective written communications and sales presentations, leading, training and motivating sales teams, managing key accounts, developing customer loyalty and organizing trade shows etc. In addition, I am adept at working with and learning state of the art technology tools as they become available. Considered to be an all-around and highly professional company representative with a positive attitude who meets challenging objectives and deadlines.

Career History

TASK TOOLS (2002-2017)

**Position 3. National Field Sales Manager** (2016 – 2017)

* Developed and implemented strategies to achieve increased sales revenues
* Created promotional programs to spark excitement at the independent retailer level
* Recent (2016/7) Key account responsibilities and contacts include: Federated Co-op, Castle Building Centres, Timber Mart, TSC and Orgill Hardlines Canada
* Planned and executed numerous trade shows
* Managed the activities of all Canadian sales team members
* Responsible for the revenue and expenses for all field related business
* Created all dealer related promotional offerings
* Worked with computer specialists to develop an IT solution for servicing Task customers with in store order taking. For many years this had been a manual process
* Introduced the company to a product velocity coding system that could be used for both customer selection building as well as supply management and turns of company inventory
* Worked as a committee member for seeking out the best CRM (Customer Relationship Management) application to serve the company. Also worked to develop customization of Salesforce.com to best suit the needs of the Task Tools business model
* Played the lead role in re-developing planograms that followed the re-branding process. The velocity codes were an integral part of the creation of the new planograms

**Position 2. Regional Sales Manager** (2005 – 2009)

* Responsible for 6 - 7 territory managers
* Primary account responsibility for several key accounts, Kent Building Supplies, McMunn & Yates, Copps Buildall, Home Hardware, TSC Stores
* Introduced the company to a system of planogram selling which required the physical construction of dozens of planogram options. In the 2 - 3 years following, the sales team had obtained placements of over 10,000 feet of space in retail stores
* Took the Manitoba territory from a non-viable region to almost triple the revenue within two years. The primary contribution was McMunn & Yates, 10 stores that had not been a regular customer. Through 2006 and 2007 I worked with the Manitoba territory manager to establish all Task categories in all of their stores
* Played a significant role in developing the Kent Building Supplies business for Task

**Position 1. Territory Manager** (2002 – 2005)

* Maintained existing business, grew revenue in supporting accounts and by adding new accounts
* Tripled the southwestern Ontario business plus conducted business development in parts of the U.S. state of Michigan. The Michigan business grew 10 fold in 2.5 years

SODISCO HOWDEN

**Ontario Sales Manager** (2000 – 2002)

WEBER SUPPLY

**Position 2. Ontario Sales Manager** (1997 – 2000)

**Position 1. Territory Manager** (1984 – 1997)

Education & Courses

Introduction to personal computers and Windows, Conestoga College of Applied Arts and Technology, 1997

Salesmanship MKTG300, Fanshawe College, 1979

Secondary School Diploma, John Diefenbaker High School, 1973

Greenbelt Certification - LEAN SENSEI

Relationship Selling Skills - Proudfoot Creative Services

Resolving Conflict in the Workplace - Contact Human Resource Group

Documenting Value Added - Underhill & Associates

Management Skills for Supervisors - Career Track

Professional Hardware Degree - National Retail Hardware Association

**Additional Information & References on Request**